



# London

## 27<sup>th</sup> of July - 22<sup>nd</sup> of August

# 27<sup>th</sup> of July- A big ball in your face

I booked an accommodation at HoomestayFinder and transferred a high amount of money. The person didn't arrive. I asked a person on my way if he knows where it would be possible to stay and he brought me to a holiday school. Lots of pupils come there from other countries to stay there for three weeks to learn English and to do sightseeing.

I stayed at that school for one night for 35£. It was Really expensive. Rorry, who brought me to that place helped me to try to find an accommodation but this was useless.

I had my own room and tried to convince myself that everything will be fine.

**Tip: Don't forget to take an adapter with you otherwise you are not available at all!!!!!!!!!!!!**



University College London – Summer Accommodation

# 28<sup>th</sup> of July- My first day at BlowUp

Rory brought me to work and I invited him for a coffee.

The office is in the 6th floor. Tori picked me up and introduced the whole team to me. I got my own place and got time check all the websites which are important for us.

I told Tori about my situation as well. She sent me to the police, because the money which my friend sent to me was away. Somebody already picked it up.

The police gave me a number where I could report what has happened. Tori helped me with the report. This is a really sad and awful story. I contacted all my friends in Germany so that they could help me. At this moment you find out who is your real friend and cares about you. BUT! Live goes on. Money is not health!

After lunch the KeyAccount Manager told me about his work. He showed me lots of presentations and videos. Just two years ago nothing in this way existed. They changed their branding to show the customers that they pay for good quality.

Paul, the graphic designer took me to his place. I could stay there for couple of days. This was really awesome.

**Tip: Three pairs of shoes are perfect. I walk so much through the day so that I have to take care of my legs!**

**If you love you than you have to love your feet , too. Don't forget to take care of them, they support you through the whole day!**



BlowUp-Office

# 29<sup>th</sup> of July- My first tasks

Paul lives close to Regents Park. You need about an hour to get to work. That morning I saw lots of people in the train and underground what I have never seen before. Everybody is in a big rush. Lots of people are standing in the train and read a book or are focused on the kindle. Some are listening to music and others are just waiting for their stop to go out of that crowded train. In the underground is the same situation.

Work started with a meeting about competitors and our requests. This meeting was longer than two hours. It gave me lots of information to understand how BlowUp work.

After the meeting I got the task to have a look on our competitor websites and to write down the newest information.

In the evening Paul took me to a running appointment. More than 100 people meet every Tuesday in a pub at Tower Bridge station and go running for 6 km. It was a nice trip on the Tower Bridge where I could have a wide view on the Thames and the city.

**Tip: Get an Oyster Card which is cheaper than buying everyday card for the underground or bus. Per day you have to pay about 8 Pounds. It is very expensive. It is not Germany. It is London. The most expensive city in Europe!**





## 30<sup>th</sup> of July - Work

After those days I felt tired. Tori gave me a new big task. I had to work out a presentation about Rugby, which is going to take place in Great Britain in 2015.

I read lots of articles to find as much information as possible.

I felt tired that day and went to bed early.

As you can see Britain is crazy about advertisement.



## 31<sup>st</sup> of July – Work

Paul the development manager took me out for a trip through London. We had a look at the competitor banners and were looking for new places where we could put up our banners. I got a new view of the city. **Cigarettes Advertisement** is forbidden in the UK. They earn their most money with technology and automotive advertisement.

# 1<sup>st</sup> of August

At work I am busy with the Rugby presentation. It is going to take a long time because I need lots of information. I use the rugbyworldcup2015 website as a help. At lunchtime I met a friend of a friend. Because of my situation I cannot trust somebody who I don't know at all. As I can trust my friends I can trust them, too. She invited me to Vapiano. It was nice to meet her but a pity that she is going to leave the UK already next Tuesday. She is from Italy and has lived here for 12 years. "Work only can not make you happy! It is love and the relationship between people you like!", these were some of her words.

She is a really nice woman. I hope to meet her again soon.

This morning Imene, a friend who is from France but live in Hamburg, texted me. She asked how the UK is. I told her my problems and she found a room for me where I could stay! She is an angel. After work I went directly to the person and was confident to stay there for the next week. I am sure that I can trust her!

Ana and me at Vapiano



My new host



# 2<sup>nd</sup> of August

I tried to sleep as much as possible because it was Saturday! But I could not really I have caught a cold and didn't feel good at all. I brought myself to stand up and buy some food.

At 5 pm I met again a friend of a friend. Actually it is weird to meet somebody you don't know at all. So, no risk no fun!

Shanti, Maria and Scot are very friendly people. At first we went to a pub and had a drink. Then we went down the Regent's Canal which is also close to the Victoria Park. On our way some people offered us a piece of cake (this is really untypical for Germany!).

At the end of the day I had a nice steak with vegetables. It was so tasty.

Maybe I will meet them next week again!

**Tip: If you are in the UK you have to try their food. It is delicious and contains lots of proteins!**



Regent's Canal



British Steak



# 3<sup>rd</sup> of August

Today I went by bus to the Natural History Museum (Evolution). This museum is really exciting for children. Lots of skeletons and Dinosaurian. Two other museums were close so I went at first to the Victoria and Albert museum and then to the science museum. I like the V&A museum the most. It is about decorative art. The statues got me to think and to relax.



Natural History Museum



V&A Museum



Science Museum

# 4<sup>th</sup> of August

Mondays are never easy! I really like working but standing up and motivate yourself is sometimes not easy!

I am improving with my Rugby presentation. Reading through lots of articles and writing the most important down, what the company need to win customers.

Tori(responsible for Marketing), my contact person, looked through my presentation and was already convinced and gave me some tips what I else would be also important.

After work I decided to go swimming. I stayed at the swimming pool for about two hours. I love swimming, but it was quite expensive 4,20£. Anyway, after such an experience money means money and not a loss of a person.



CLAPHAM MANOR LEISURE CENTRE

# 5<sup>th</sup> of August

It is holiday time in the UK but the trains are full. I mean with full overloaded! It is impossible to move but there are still people who read their newspaper or books.

## Overloaded Underground



At work I got a new task to do some notice for Christmas: Why is advertisement important at Christmas time?

As well I still collect more information for Rugby World Cup 2015. If I am inside of an issue it excite me more and I get more interest.

After work I walked to the Tower of London (about 6 km). I saw lots of sights on my way (just have a look on the next chart).

The whole journey took me around two hours. On my way I saw lots of different sights.

At the Tower of London I had a wonderful view! The Britain were one of the members of the First World War. As an honour 888246 red poppy ceramic were planted around the Tower of London. Each symbolizes a killed person during hostilities.

On the way home I saw some foxes. You often see them and do nothing to you because they are afraid of people.

St Paul's Cathedral



Tower of London



# 7<sup>th</sup> of August

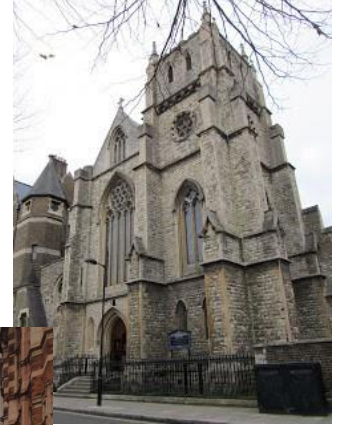
I continued my journey from yesterday.

On my way I saw:

- **Monument to the Great Fire of London**
- **Saint Mary-At-Hill Church of England**
- **Saint Paul's Cathedral**

I tried to explore as much as possible and to feel like one of the citizens. They have a really good underground system.

**Tip:** The underground is closed after midnight and is opened again in the early morning. Otherwise you have to take a cab which is not so cheap.



# 8<sup>th</sup> of August

At work I am improving my presentations. Lots of reading, lots of information. The more information the better it is for the marketing team to choose in which issue we should invest more money.

After work I went to the Piccadilly Circus. It was not so far about 2 km. It was a long time ago that I have walked so much. I really like it and enjoy every part of my view. If you are in a hurry you don't recognize how many things surround you.

Piccadilly Screen is the biggest screen I have ever seen in real in my life. When I saw it in the internet, newspaper or internet it was not the same. It is much more exciting then I could have ever imagined. Don't miss it when you go to London.

As I live now in Clapham Common I changed my clothes and went running. This park is very large. Lots of people do exercises, play rugby and meet friends for a chat.



# 9<sup>th</sup> of August

I woke up at 10 and went running. The park is always full. Lots of people ate doing activities. It is never boring to observe others.

At first I went to the market. You have to go there. The food is delicious. Breakfast is not necessary at all. There are so many things to taste for free.

In the late afternoon I tasted a typical British Cake. It is too sweet. I don't like it at all.

Afterwards I went shopping in the Carnaby Street. The City is always full of people because the malls are even opened on Sundays.





# 10<sup>th</sup> of August

The weather was not so perfect, but still ok. It wasn't raining. People are always telling that London is very rainy. I had a nice summer there. More than a week we had a very good weather around 30 degrees.

I went by underground to see Westminster Abbey, Big Ben and the House of Parliament

**Tip: I found a cheap supermarket where you can buy everything. Go to Asda and you will get everything you need. Lidl is also cheap, so if you need to buy something go there it's much more cheaper than Tesco or Sainsbury.**

**Don't forget your umbrella!**



# 11<sup>th</sup> of August

During the break it is nice to go out and relax in the Regent's Park. There are lots of people who are having their lunch. The break lasts an hour so that you have enough time to walk around or to read a book.

At work my Christmas presentation is improving. I really like my work experience.



12<sup>th</sup> of August



I was nervous. I had to hold my Rugby Presentation in front of the whole team. A new and improving experience. Tori was my supporter but I could manage it myself. The team welcomed it and was proud of my work.

# 13<sup>th</sup> of August

I prepared an excel file for the media plan of the next year.

During the break I went to the Oxford Street to do some shopping. The English style is crazy. People don't care too much about brands, they care how they look like.

Everywhere you hear different languages, see people from all over the world and get impressed how so many cultures can live together.



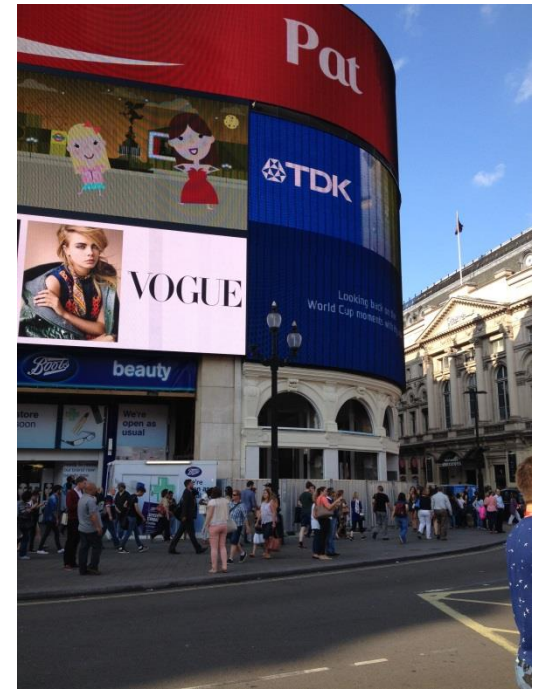
# 14<sup>th</sup> of August

Tori invited me to go with her to a Digital Exhibition: the first computer and the new technology were shown. It was impressive to have a look at those things and to associate with my childhood.



# 15<sup>th</sup> of August

After Work I went to have a look at Piccadilly Circus. If you stand in front of it than you can say: “WOW” !  
On the picture it’s not the same at all.  
In real it’s giant!



# 16<sup>th</sup> of August

I woke up quite early. I wanted to see the changing of the guardians at the Buckingham Palace. At Green Park station I took the wrong way. It was a pity! Anyway I enjoyed a walk through Hyde Park. It is so amazing and beautiful. For such a view you would have to pay in Germany. There are lots of flowers and some nice cafes.

What I really like about London is the tidiness. Every morning the rubbish which was made by people the day before is tidied up by workers. It is always clean.



# 17<sup>th</sup> of August

I went to Harrods. It's a very expensive shopping mall. Here the Queen is doing her shopping. The security is well dressed and observe the customers.

Besides 80% of the society is under video surveillance. On the one hand it's positive but on the other hand you don't have much privacy.

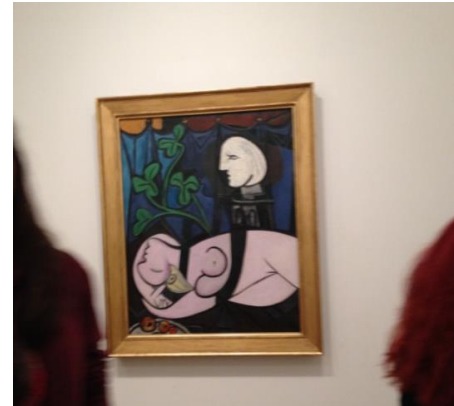
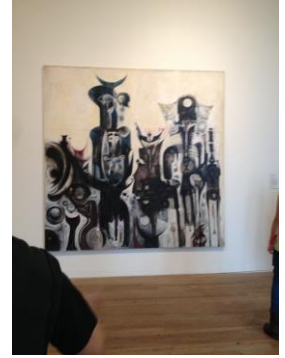
I had a look at the Buckingham Palace. The change of the guardians was canceled without an excuse. The change is always at 11 a.m. This was my last chance. Anyway I went to Tate Modern: abstract and modern art. A very huge gallery: there were things which I liked and things which I didn't like at all.







Harrods



Tate Modern

# 18<sup>th</sup> of August

After work I went to the British Museum: culture over centuries.

What I really like about this museum there are things which I hadn't had seen somewhere else, for example Egypt's Mummies.

**Tip:** Lots of museums and galleries are for free. Don't miss that chance.



# 19<sup>th</sup> of August

As I needed some presents for my family I went at first to Westfield London: a big shopping center for everybody (rich and middleclass). Everywhere is advertisement: Big, actually huge banners.

Originally I come from Russian. What we really like is tea time like the British people. That's why I went to Fortnum & Mason which is a department store. It is recognized internationally for its high quality goods and as an iconic British symbol. There are several departments but the most desired is the tea and chocolate one.

Inside it feels neat and comfortable. This store has a touch of monarchy because of the design and selling behavior.



# 20<sup>th</sup> of August

National Gallery, my last point for that journey. This is an art museum in Trafalgar Square. I hadn't had been in side such a big gallery before. There are lots of things which I now from school lessons. It's impressive to see art in real.



# 21<sup>st</sup> of August

This day I just walked aimlessly around the city and enjoyed the view.



# 22<sup>nd</sup> of August

This was my last day at BlowUp. The time passed fast, too fast.

I finished all things at work which were opened. When I came back from lunch a big surprise was waiting for me.

The whole team prepared a typical British Tee Time Party. I was soooo sweet. I really had the impression that I was a member of the team.



# 23<sup>rd</sup> of August

London is crazy about advertisement.  
Wherever you go, wherever you look  
wherever you are: Everywhere is  
advertisement.

It was a good experience which I would  
like to do again. British people are very  
helpful and easy-going.



# About BlowUp

- Founded in 2000
- Media plan: booking for 14 days
- 9 locations in Great Britain
- Around 20 new locations per year
- The head office is in London
- 80% of the locations are booked by agencies
- 20% are managed by own KeyAccount Manager







- Everywhere you go you stand in a cue
- Overloaded trains
- If you cross the street, than wave with your hand as a thank, even if you use the zebra crossing
- Cross the street whenever you like, be patient but don't care too much about the traffic lights
- Be polite
- Lots of German Christmas markets in the UK, but the English would never go to Germany for holidays because of the second world war, it is still in their mind. They grow up like this.